

OFFICE OF THE GOVERNOR

BOB RILEY
GOVERNOR



ALABAMA DEPARTMENT OF ECONOMIC
AND COMMUNITY AFFAIRS

DONI INGRAM
DIRECTOR

STATE OF ALABAMA

REQUEST FOR PROPOSALS (RFP)

ALABAMA ENERGY EFFICIENT APPLIANCE REBATE PROGRAM (AEEARP)

PROPOSAL DUE DATE: **Proposals are due no later than 5:00 p.m., Central Standard Time (CST) on December 16, 2009.** Proposals submitted after the due date will not be considered.

E-MAILED AND FAXED PROPOSALS WILL NOT BE ACCEPTED.

TIME PERIOD FOR CONTRACT: A fixed-price contract will be negotiated with the successful Offeror. All tasks must be completed no later than **December 31, 2011.**

CONTRACTOR ELIGIBILITY: This procurement is open to individuals or firms that satisfy the minimum qualifications stated herein and that are available for work in the State of Alabama, USA.

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ALABAMA DEPARTMENT OF ECONOMIC AND COMMUNITY AFFAIRS
ENERGY DIVISION

REQUEST FOR PROPOSALS (RFP)
ALABAMA ENERGY EFFICIENT APPLIANCE REBATE PROGRAM (AEEARP)

I. PURPOSE

The Energy Division of the Alabama Department of Economic and Community Affairs is soliciting proposals from qualified individuals or firms interested in developing and administering an energy-efficient appliance rebate program for the state of Alabama. This RFP is issued in accordance with the requirements of Section 41-16-72, Code of Alabama 1975. This RFP is not an offer to contract, but seeks the submission of proposals from interested professional service providers that may form the basis for negotiation of a professional service contract. Specific terms and requirements in this RFP may be waived or modified by the Department as it deems necessary or appropriate. The Department has no liability for any costs incurred by a prospective provider for the preparation and production of a proposal or for any work performed prior to the issuance of a contract.

Projects under this RFP will be funded, in whole or in part, with funds appropriated by the American Recovery and Reinvestment Act of 2009, Pub. L. 111-5, (ARRA or Recovery Act or Act). \$269,000,000 has been allocated nationally using population formulas, resulting in \$4,473,000 for Alabama. The Recovery Act's objectives are to:

- Spur economic growth and create jobs
- Save energy and reduce greenhouse gas emissions
- Ensure transparency and accountability of Recovery Act funds

Be advised that special terms and conditions will apply to projects funded by the Act relating to:

- Reporting, tracking and segregation of incurred costs;
- Reporting on job creation and preservation;
- Publication of information on the Internet;
- Access to records by Inspectors General and the Government Accountability Office;
- Prohibition on use of funds for gambling establishments, aquariums, zoos, golf courses or swimming pools;
- Ensuring wage rates are comparable to those prevailing on projects of a similar character;
- Protecting whistleblowers and requiring prompt referral of evidence of a false claim to an appropriate inspector general; and
- Certification and Registration.

The Appliance Rebate Program Objectives are:

- Save energy by encouraging appliance replacement through consumer rebates
- Make rebates available to consumers
- Enhance existing rebate programs by leveraging ENERGY STAR national partner relationships and local program infrastructure

- Keep administrative costs low while adhering to monitoring and evaluation requirements
- Promote state and national tracking and accountability
- Use existing ENERGY STAR consumer education and outreach materials

The Department reserves the right to reject any or all proposals and to solicit additional proposals if determined to be in the best interests of the State of Alabama.

II. DEFINITIONS

"Contract" shall refer to the RFP, the Response, Contract document, all schedules and exhibits, all statements of work and all amendments awarded pursuant to this RFP.

"Contractor" shall refer to the successful Offeror to whom a contract will be awarded to provide the services described herein.

"Director" shall refer to the Director of the Alabama Department of Economic and Community Affairs.

"Offeror" shall refer to an individual, company, organization or entity submitting a proposal in response to this RFP.

"Response" shall refer to the written proposal submitted by an Offeror to the Department in accordance with this RFP. The Response shall include all written material submitted by the Offeror as of the date set forth in the RFP schedule or as further requested by the Department.

"RFP" shall refer to this Request for Proposals.

"Department" shall refer to the Alabama Department of Economic and Community Affairs (ADECA), Energy Division.

III. DELIVERABLES

The Department is seeking a qualified individual or firm to develop a comprehensive plan for an appliance rebate program for energy-efficient appliances and to administer the program in its entirety. Priorities for the program should be length of time to develop and implement program, low administrative costs, economic stimulus, maximum consumer financial benefit, and fraud prevention.

ENERGY STAR Products to be Included and Rebate Levels

Clothes Washers	\$100
Dishwashers	\$75
Refrigerators	\$150
Freezers	\$50
Room Air Conditioners	\$25

A. Development and Implementation of Rebate Program

The Department intends the rebate program to begin **April 19, 2010** to coincide with Earth Day events and run through **May 9, 2010**, funds permitting. If enough funds remain a second rebate period will be offered for 3 days in October, 2010.

Upon approval of the program plan by the Energy Division, successful Offeror must be able to begin development and implementation of the program within a reasonable time frame in order to meet the target timelines and expeditiously begin issuing rebates to consumers.

The process for program development and implementation, processing, tracking and monitoring of rebates should be discussed in detail. Offers should address the following in their narrative:

1. Type of rebate to be issued (i.e. gift card, check or both)
2. Information to be included on the rebate form (provide example)
3. Promotional and or rebate materials for retailers
4. Logo branding of materials
5. Distribution of rebate materials for retailers
6. Customer process for requesting rebates
7. The turn-around time for issuance of rebates
8. How the program will be promoted to the public
9. How consumer expectations will be managed (i.e. use of disclaimers on promotional materials and announcements when funds are nearly depleted)
10. The process for data collection and monthly reporting
11. Fraud prevention and audit mechanisms
12. Use of call centers and their location

B. Recycling/Replacement

Recycling of old appliances *will not* be a requirement of the program although it should be encouraged. Replacement of old appliances will be a requirement for receiving a rebate and a statement of such should be included on rebate materials. The number of replaced appliances must be tracked and reported.

1. Describe the process for tracking and reporting the number of appliances recycled or replaced
2. Describe how the retailers will be involved in this process

C. Reporting Requirements

Monthly reporting will be a requirement of the project. The successful applicant shall monitor and report:

1. Number of rebates paid to consumers by dollar amount and product type
2. Total rebate dollars paid to consumers
3. Estimated energy savings achieved, based on a standard formula for each product, comparing it to the usage for its non-ENERGY STAR counterpart
4. Estimated jobs created or maintained
5. Number of appliances recycled
6. Administrative costs broken out by category:
 - a) Accounting
 - b) Processing
 - c) Marketing
 - d) Education
 - e) Tracking

D. Task Statement and Timeline

Based on an estimated contract approval date of **January 11, 2010** Offeror should provide a detailed proposed timeline for the estimated start and completion of program development, implementation of associated tasks and reporting.

IV. QUALIFICATIONS

Provide a description of the qualifications and capabilities of the Offeror to provide the Department with a comprehensive plan to develop and administer a residential appliance rebate program as described in this RFP. The following information should be included:

- A. Describe the organization and services provided
- B. Provide brief statements of qualifications for key staff assigned to this project
- C. Include name, title and contact information for the individual who will serve as project manager
- D. Describe the experience of the organization and personnel with the implementation of energy-related programs or in providing similar services. Web sites, photos, sample checks, reports and/or other collateral materials are encouraged and will not count toward the page limit
- E. Describe contractual work that will be needed and the work contractors will perform

- F. Provide an overview of your accounting system and practices
- G. Provide a reference list of not less than three recent clients including the name of the client organization, contact person in the organization, address of the organization, and telephone number of the contact person. Employees and outsourcing contacts may not be listed as references.
- H. Describe experience with fraud prevention and mitigation

V. BUDGET

Provide a detailed budget showing a breakdown of costs including any contractual costs using Attachments A and B. Administrative costs include the specific costs necessary to administer the rebate program, and include the costs for designing the program, disbursing funds, conducting outreach, and reporting.

The federal match requirement is 50% of the administrative costs. Administrative costs should be reasonable to perform the necessary tasks, but should be kept low in order to maximize the benefit to residents. The maximum budget should not exceed 15% of the total budget for Alabama (\$4,473,000).

In-kind costs can also count toward the match requirement. The proposal should describe all administrative costs and indicate those considered "in-kind."

VI. SUBMISSION OF PROPOSALS

Costs of preparing or presenting a Response to this RFP will not be eligible for reimbursement.

Offerors should submit proposals in hard-copy as follows:

- One (1) original with original authorized signature
- Two (2) copies

All materials submitted in response to this solicitation become the property of the Department.

Proposals should be sent to the attention of the RFP Coordinator, Karen Clifton, and must be received no later than 5:00 p.m., Central Standard Time (CST), on December 16, 2009 at the following address:

By courier:

ADECA Energy Division
Mailroom – Room 404
401 Adams Avenue
Montgomery, Alabama 36104

By mail:

ADECA Energy Division
Post Office Box 5690
Montgomery, Alabama 36103-5690

Late proposals will not be accepted. Proposals will not be accepted by facsimile or electronic transmission.

The Department reserves the right to contact Offerors for clarification of proposal elements.

The RFP Coordinator is the sole point of contact at the Department for this procurement. All questions regarding this RFP should be submitted in writing to Karen Clifton at karen.clifton@adeca.alabama.gov.

VII. SELECTION

Upon review and evaluation of all proposals, the Department will make a recommendation to the Director, who will select the Offeror determined to best meet the needs of the Department. Upon selection of the Contractor, the Department may initiate negotiations for contract terms and conditions, including fees. All proposals received in response to this RFP may be rejected and the Department may solicit additional proposals.

Selection will be based upon the following criteria:

- | | |
|--|-------------------------|
| A. Program Development and Implementation | <u>35 Points</u> |
| B. Offeror's qualifications and experience | <u>20 Points</u> |
| C. Budget | <u>20 Points</u> |
| D. Timeline for project deliverables (as defined in Section III) | <u>25 Points</u> |

VIII. PROFESSIONAL SERVICES CONTRACT WITH THE DEPARTMENT

The Department intends to award only one (1) Contract, and only one (1) Contractor will be identified via this procurement. **This does not preclude a Contractor from sub-contracting elements of the deliverables; however, it is required that an Offeror fully disclose sub-contracting plans within the written proposal.**

The professional service provider selected must enter into a written contractual agreement with the Department. The terms and conditions of such an agreement will be subject to review and approval by legal counsel for the Department.

The fixed-price contract negotiated with the successful Offeror will be entered into for a specified time frame ending no later than January 31, 2011.

The quality of service will be subject to review by the Department at any time.

Any contract awarded as a result of this procurement is contingent upon the availability of funding.

IX. QUALIFICATION TO DO BUSINESS IN ALABAMA

Should a foreign corporation be selected to provide professional services in accordance with this RFP, it must be qualified to transact business in the State of Alabama in accordance with Section 10-2B-15.01, et seq., Code of Alabama (1975), and possess a Certificate of Authority issued by the Secretary of State at the time a professional services contract is executed. For the entire term that the contract is in effect, the selected contractor must continuously be in good standing with the State of Alabama and with any political subdivisions thereof which have jurisdiction over the contractor's operations.

X. LEGISLATIVE CONTRACT REVIEW

Any professional services contract resulting from this RFP is subject to review by the Contract Review Permanent Legislative Oversight Committee in accordance with Section 29-2-40, et seq., Code of Alabama (1975). This process requires a provider to submit a completed Vendor Disclosure Statement, which is available at the website of the Alabama Attorney General:

http://www.ago.alabama.gov/documents/vendor_disclose_fill.pdf.

Successful Offeror must be available for appearance before the Committee, at Offeror's expense, if the Department deems appropriate.